

Community Radio: Afghanistan and India – The Learning Curve

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Overall Environment

Year 2002

- Afghanistan

- Weak State
- Low Literacy
- - Weak Print Media
- State Broadcasting
- Absence of Private Broadcasters
- Community Radio (almost nil)

- India

- Strong State
- Higher Literacy
- Strong Print Media
- State Broadcasting
- Robust Private Sector Broadcasting (TV)
- Community Radio (almost nil)

Overall Environment

Year 2007

- Afghanistan

- Weak State

(somewhat stabilised)

- Low Literacy

- Weak Print Media

- State Broadcasting

- Absence of Private Broadcasters

(more players coming in)

- Community Radio

(Extremely Robust)

- India

- Strong State

- Higher Literacy

- Strong Print Media

- State Broadcasting

- Robust Private Sector Broadcasting (TV)

- Community Radio

(Beginning to take off)

Community Radio in Afghanistan and India:
Dramatic Spread v/s Slow Take-off

- **Afghanistan**

- Liberal Regulatory Environment
- Low Skill base
- External Funding for capital requirement
- No Restrictions on commercial air time for CR
- (Extremely Robust)

- **India**

- Slowly Liberalising

(definitions evolving slowly)

- Higher Skill Base
- Funding Issues

- Restrictions on raising revenue

(Beginning to take off)

Community Radio

Afghanistan: The nuts and bolts of it..

- Funding by USAID, EU and Others
- Series of Intensive Training Workshops
- Co-ordinated, almost centralised Technical Support in the Beginning
- Co-ordinated Procurement of Equipment
- Launch of 'Mother Radio Station' in Kabul
- Killid Radio in 2003

Community Radio

Afghanistan: The nuts and bolts of it..

- 'Mother Radio Station' in Kabul
- On the job training for personnel from other regions
- Mentoring of 'Mother Radio Station'
 - Technical
 - PROGRAMMING
 - BUSINESS PLANS

Community Radio

Afghanistan: The nuts and bolts of it..

- PROGRAMMING
 - Sustained support on Content
 - Use of Satellite Radio to Deliver Content in view of low bandwidth, poor connectivity
- BUSINESS DEVELOPMENT
 - Partial to total success
 - Funding, perhaps, still an issue
- TECHNICAL SUPPORT

Community Radio

Afghanistan: Lessons for India

- RELATIVELY BETTER SKILLS BASE
- REGULATORY ENVIRONMENT: Improvements noticeable, yet mindset of State needs to be addressed in tune with Indian democracy and pluralistic spirit
- CO-ORDINATED SUPPORT
 - Financial
 - Freedom to CRs to raise resources, INCLUDING liberal sale of AIR TIME
 - A forum of CRs should be set up, which, in turn, should set up an organisation to provide sustained content support across the country
 - CRs, while exercising their inherent editorial freedom, should have an option of tapping into relevant content from CRs across the country

TECHNICAL SUPPORT

ATTRACTING LISTENERS

- Does being a 'CR' guarantee listenership?
- Competitive Space
 - CRs have to compete against increasingly localised TV and Commercial FM
- CONTENT IS THE KEY TO SUCCESS
 - Some Samples
 - More Samples from IWR

Content: The Key Challenge

- Local Issues Important (Training in Recording etc)
- Regional and National Issues (Content Sharing ?)
 - Why should a local community be asked to be in it's own 'ghetto' and voice its opinion only on local issue?
- Local Language

Community Radio: Importance of Content

- Some Samples of Radio Programming (with **Production Value**)
- <http://www.media-art.in>
<http://www.indiaworldradio.in>

- [Good News India](#)
- [Books and Authors](#)
- [Magic of Poetry on Radio](#)
- [School Junction](#)
- [Sex and Spirituality](#)

Thank you all for your time!

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